

## IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 8-12 and 16-17 in accordance with the following:

1. (currently amended) A method of managing a selling price, comprising:

counting a sales quantity;

setting a discount price as the selling price, the discount price produced by a discount from an original price, while the sales quantity is less than a predetermined quantity;

setting the original price as the selling price at the time the sales quantity becomes equal to or greater than the predetermined quantity;

providing a discount price transition table to a purchaser's terminal via a network, which said table indicates dates and discount prices, wherein each discount price corresponds to said each date, ~~for a purchaser;~~

accepting a purchase reservation from said purchaser's terminal via the network specified with a date among the dates indicated in said discount price transition table, ~~from the purchaser;~~ and

setting a purchase reservation time of the purchase reservation when the selling price corresponding to one of the discount prices from the discount price transition table equals the desired purchase price.

2. (cancelled)

3. (cancelled)

4. (previously presented) The method according to claim 1, further comprising:

setting the discount price to a minimum discount price; and

holding the minimum discount price as the selling price after the selling price equals the minimum discount price, as long as the sales quantity is less than the predetermined quantity.

5. (cancelled)

6. (previously presented) The method according to claim 1, further comprising:  
allocating a product to the purchase reservation if the sales quantity is less than the predetermined quantity when the selling price reaches the desired purchase price.

7. (previously presented) The method according to claim 1, further comprising:  
canceling the purchase reservation if the sales quantity is equal to or greater than the predetermined quantity when the selling price reaches the desired purchase price.

8. (currently amended) A method comprising:  
making a purchase reservation via a purchaser's terminal via a network, specifying a desired purchase price, a time when a selling price reaches the desired purchase price is a reservation sales time;  
~~receiving~~ providing a discount price transition table to the purchaser's terminal via the network, ~~which said table~~ indicates dates and discount prices, wherein each discount price corresponds to said each date; and  
receiving allocation of the product, when a predetermined quantity of the product has not been sold out when the reservation sales time is reached.

9. (currently amended) A computer-readable recording medium in which a program for instructing a computer to control selling price management is recorded, the program instructing the computer to perform a process comprising:  
counting a sales quantity;  
setting a discount price as a selling price, a discount price produced by a discount from an original price, while the sales quantity is less than a predetermined quantity;  
setting the original price as the selling price, after the sales quantity becomes equal to or greater than the predetermined quantity;  
providing a discount price transition table to a purchaser's terminal via a network, ~~which said table~~ indicates dates and discount prices, wherein each discount price corresponds to said each date, ~~for a purchaser~~;  
accepting a purchase reservation from said purchaser's terminal via the network specified with a date among the dates indicated in said discount price transition table, ~~from the purchaser~~; and

setting a purchase reservation time of the purchase reservation when the selling price corresponding to one of the discount prices from the discount price transition table equals the desired purchase price.

10. (currently amended) An apparatus that manages a selling price, comprising:  
a selling price setting unit counting a sales quantity, setting a discount price produced by a discount from an original price as the selling price, while the sales quantity is less than a predetermined quantity, and setting the original price as the selling price after the sales quantity becomes equal to or greater than the predetermined quantity; and  
a price provision unit providing the set selling price,  
wherein said selling price setting unit  
providing a discount price transition table to a purchaser's terminal via a network, which said table indicates dates and discount prices, wherein each discount price corresponds to said each date, ~~for a purchaser;~~  
accepting a purchase reservation from said purchaser's terminal via the network specified with a date among the dates indicated in said discount price transition table ~~from the purchaser;~~; and  
setting a purchase reservation time of the purchase reservation when the selling price corresponding to one of the discount prices from the discount price transition table equals the desired purchase price.

11. (currently amended) Computer data signals embodied into transmission signals, for instructing a computer to control selling price management, the program instructing the computer to perform a process comprising:  
counting a sales quantity;  
setting a discount price produced by a discount from an original price as a selling price, while the sales quantity is less than a predetermined quantity;  
setting the original price as the selling price, after the sales quantity becomes equal to or greater than the predetermined quantity;  
providing a discount price transition table to a purchaser's terminal via a network, which the table indicates dates and discount prices, wherein each discount price corresponds to said each date, ~~for a purchaser;~~  
accepting a purchase reservation from said purchaser's terminal via the network specified with a date among the dates indicated in said discount price translation table, ~~from the~~

purchaser; and

setting a purchase reservation time of the purchase reservation when the selling price corresponding to one of the discount prices from the discount transition table equals the desired purchase price.

12. (currently amended) A method comprising:  
counting a sales quantity of a product to be purchased;  
providing a schedule to a purchaser's terminal via a network, which said schedule displays dates and discounted prices, wherein each discounted price corresponds to said each date, for the product to be purchased, the discounted prices decreasing over a predetermined period of time when the sales quantity of the product to be purchased is less than a predetermined quantity;  
accepting a purchase reservation from said purchaser's terminal via the network including a desired purchase price of the product to be purchased specified with a date among the dates indicated in the schedule, from a purchaser;  
setting a purchase reservation time of the purchase reservation when one of the discounted prices equals the desired purchase price.

13. (previously presented) The method of claim 12, further comprising:  
selling the product at one of the discounted prices when the sales quantity is less than the predetermined quantity; and  
selling the product at a non-discounted price when the sales quantity is equal to or more than the predetermined quantity.

14. (previously presented) The method of claim 12, further comprising:  
setting one of the discounted prices as a minimum discounted price; and  
maintaining the minimum discounted price as a selling price of the product when the sales quantity is less than the predetermined quantity.

15. (previously presented) The method of claim 12, further comprising:  
allocating the product to the purchase reservation when the sales quantity is less than the predetermined quantity.

16. (currently amended) A method comprising:

means for counting a sales quantity of a product to be purchased;

means for providing a schedule to a purchaser's terminal via a network, which said schedule displays dates and discounted prices, wherein each discounted price corresponds to said each date, for the product to be purchased, the discounted prices decreasing over a predetermined period of time when the sales quantity of the product to be purchased is less than a predetermined quantity;

means for accepting a purchase reservation from a purchaser's terminal via the network including a desired purchase price of the product to be purchased specified with a date among the dates indicated in the schedule, ~~from a purchaser;~~

means for setting a purchase reservation time of the purchase reservation when one of the discounted prices equals the desired purchase price.

17. (currently amended) A method comprising:

providing a schedule to a purchaser's terminal via a network, which said schedule includes dates and discounted prices wherein each discounted price corresponds to said each date, for a product decreasing over a predetermined period of time, ~~to a purchaser;~~

allowing the purchaser to reserve a desired purchase price of the product via said purchaser's terminal via the network when the desired purchase price corresponds to one of the discounted prices of the schedule; and

selling the product at one of the discounted prices when a sales quantity of the product is less than a predetermined amount; and

selling the product at a non-discounted price when the sales quantity of the product is equal to or more than a predetermined amount.